



REPORT

# SimilarWeb Inside AdTech- Fashion & Apparel

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# Key Takeaways

- Traffic to Fashion & Apparel eCommerce sites have grown by 33% Q1 2021 vs Q1 2020
- Australia has seen some of the biggest growth in the Fashion eCommerce sector, with website traffic growing by 64% Q1 2021 vs Q1 2020
- Display advertising and affiliate marketing have been two of the key marketing strategies for Fashion & Apparel sites over the last 12 months
- Social Media and Coupon and Rebate sites have been sending a significant volume of traffic to Fashion & Apparel sites
- While Paid Search is one of the biggest growth areas for custom acquisition within Fashion & Apparel, other channels could be producing a more engaged audience

# Traffic to Fashion & Apparel sites has grown by 33%

## What we see

Clearly the world is a very different place in Q1 2021 than it was back in 2020. [Studies by McKinsey](#) claim that the pandemic has accelerated the growth of eCommerce by up to 10 years.

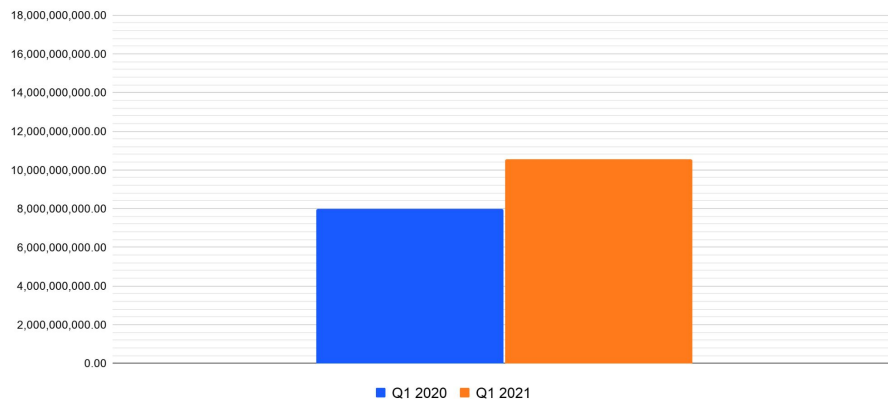
We know that more people are shopping online now than they were at the same time last year. When we look specifically at eCommerce sites in the Fashion & Apparel industry, we can see a 33% increase in visits when we compare Q1 2020 vs Q1 2021.

## The implications

This continued growth in the eCommerce space, both in terms of the number of websites and the people visiting them, in turn increases the market for online advertising.

## Growth in total number of visits to the top 500 global Fashion & Apparel eCommerce sites

Worldwide, Desktop & Mobile Web, Jan 20 - Mar 20 vs Jan 21 - Mar 21



# Traffic to Fashion & Apparel sites in Australia have grown by 64%

## What we see

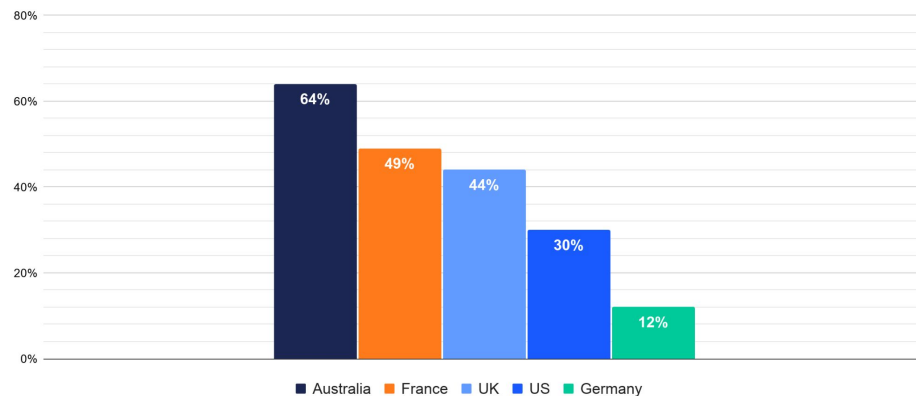
In 2020, an [article](#) by Forbes projected that Australia was experiencing exceptional growth within the apparel industry. A [report](#) by Statista stated that Fashion is the largest eCommerce segment in Australia, with a projected market volume of USD\$7.8m in 2021. It is therefore unsurprising to see that Australia's top Fashion & Apparel eCommerce sites have experienced a 64% increase in website traffic in Q1 2021 vs Q1 2020.

## The implications

Australia, along with countries such as France and the UK, are experiencing high levels of growth within the Fashion & Apparel eCommerce sector. These markets in particular could in turn present more opportunities for investment in online advertising.

## Growth in total number of visits to the top 500 global Fashion & Apparel eCommerce sites by geo

Worldwide, Desktop & Mobile Web, Jan 20 - Mar 20 vs Jan 21 - Mar 21



# Fashion & Apparel sites are generating most of their advertising traffic from display and affiliate networks

## What we see

Display advertising powerhouses GDN and Criteo have maintained a dominant market share over the last 12 months. RTB House, another leading retargeting company, saw a healthy growth in market share in the second half of 2020 which has continued on into 2021.

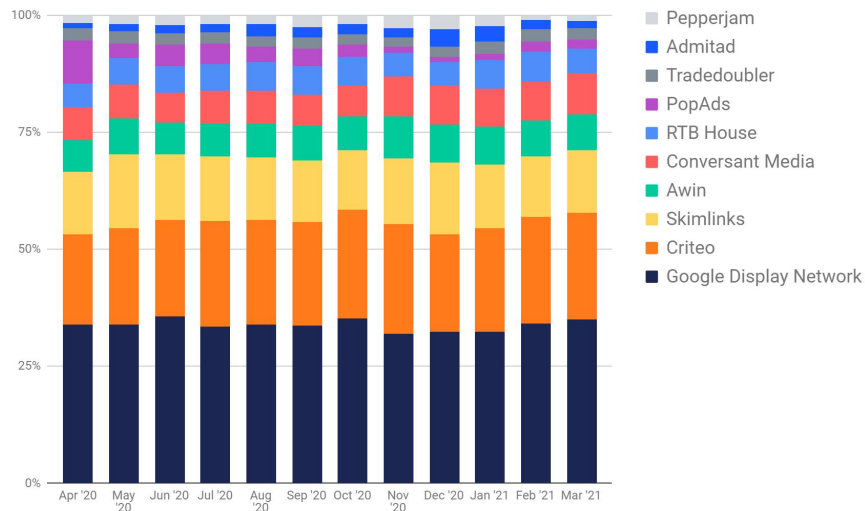
Affiliate networks such as Skimlinks, Awin, Tradedoubler and Admitad also make up a sizeable share of traffic.

## The implications

It appears that both display advertising and affiliate marketing are both popular strategy for Fashion & Apparel sites globally.

## Top 10 global Ad Networks (total incoming traffic to the top 500 Fashion & Apparel eCommerce Sites).

Worldwide, Desktop, Jan 20 - Dec 20



# Fashion & Apparel sites are receiving most of their advertising traffic from social media networks

## What we see

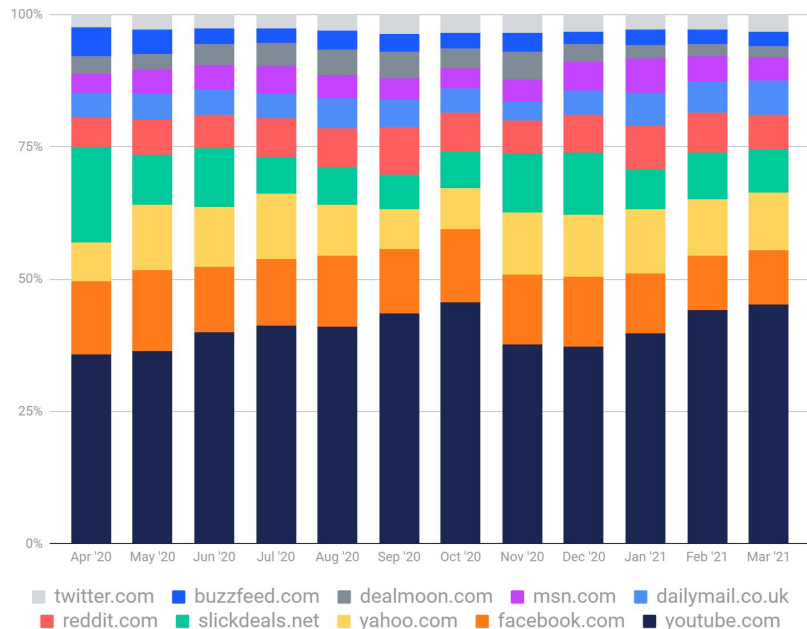
Youtube has been by far the biggest publisher for the top Fashion & Apparel sites. According to [Google](#), 40% of YouTube users turned to the platform to learn more about a product before they bought it. Other social networks such as Facebook, Reddit and Twitter also make up a sizeable share of traffic. We also see coupon and rebate sites such as Slickdeals and Dealmoon being utilized to capture bottom of the funnel consumers.

## The implications

Fashion & Apparel sites appear to favor social media and coupon and rebate sites in particular, along with news & media sites. As an ad network, this could help you focus in on what the most popular platforms for these sites could be.

## Top 10 global publishers (total outgoing traffic to the top 500 Fashion & Apparel eCommerce sites).

Worldwide, Desktop, Apr 20 - Mar 21



# Traffic to Fashion & Apparel sites from Paid Search has grown by 62%

## What we see

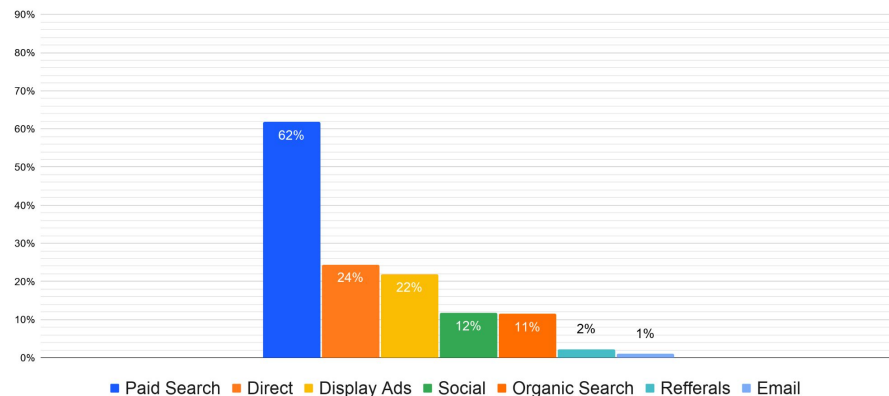
In this graph we analysed the YoY change in traffic to the top 500 global Fashion and Apparel sites from 7 key acquisition channels. Paid search appears to be a big focus for Fashion and Apparel sites, with a 62% increase in traffic. Display ads and Social grew by 22% and 12% respectively, while Email grew by just 1%.

## The implications

Paid search appears to be where the focus is heading for Fashion sites when it comes to customer acquisition and therefore where budgets will likely to be focused on.

## Change in the volume of traffic driven by different channels to top 500 Fashion & Apparel eCommerce Sites

Worldwide, Desktop & Mobile Web, Apr 20 vs Mar 21





# Traffic from Email is generating some of the most engaged consumers to Fashion & Apparel sites

## What we see

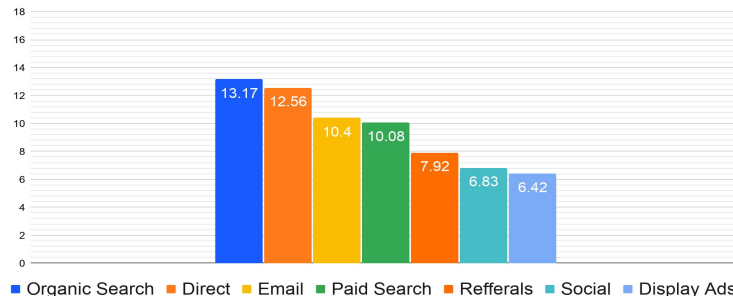
In the previous slide, we saw email was the slowest growth channel for Fashion and Apparel sites. However, we can see that traffic sent from email results in one of the lowest bounce rates and highest pages per visit of any of the acquisition channels. In contrast display ads, which grew considerably more than email, appears to be generating a less engaged audience.

## The implications

A lower bounce rate and higher pages per visit are key ingredients to a higher onsite conversion for eCommerce sites. This could suggest that email is an underrated acquisition channel for Fashion and Apparel sites as it tends to generate a more engaged audience.

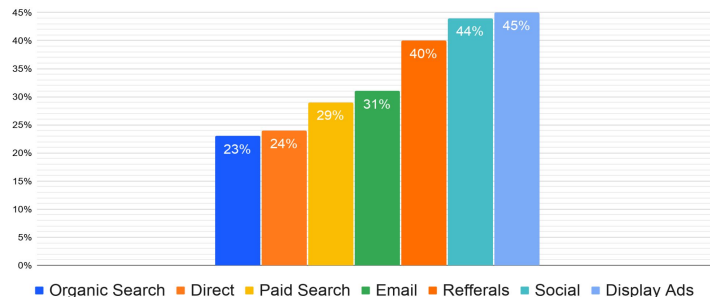
### Average pages per visit of traffic sent to top 500 Fashion & Apparel sites

Worldwide, Desktop & Mobile Web, Apr 20 - Mar 21



### Average bounce rate of traffic sent to top 500 Fashion & Apparel sites

Worldwide, Desktop & Mobile Web, Apr 20 - Mar 21





### Igor Gubin

Region Manager, Europe at  
Admitad Affiliate Network

Igor took his first steps in online marketing with teaser networks back in 2012. Having accumulated vast experience in publisher recruitment and using his mastery in foreign languages (Igor is a translator&linguist by education) he came to Admitad in 2016 where he was able to spearhead the affiliate network's expansion beyond Europe and CIS. Eventually, his team amassed over 100 employees and recruited publishers and advertisers all over Asia, Latin America, Africa, Arabic states, and Scandinavia. As the new company structure arose, Igor took on the hardest of tasks — helping Admitad Affiliate Network boost the intensive growth in the highly competitive European market.

## For people new to the affiliate space, can you tell us a little bit about this digital marketing channel?



In times of crisis, brands start paying extra attention to their spendings. Instead of clicks, they prefer performance-based marketing, which means value for money. They need to plan their budgets, keep their ROI predictable, and this is where affiliate marketing comes in.

In affiliate marketing, there are three parties involved — advertisers who need a boost, publishers who can show ads to their loyal audiences, and the affiliate networks that become the neutral ground, that track orders, provide analytics, solve conflicts, etc.

As for the publishers, anyone can become one and help their favourite brands grow — whether you are a news media, a cashback platform or a social media influencer. If you have a number of subscribers on your YouTube channel, but not enough to turn on monetization or get contracts from advertisers, you can go to one of the affiliate networks. There, choose any advertiser who seeks YouTube traffic, get their coupons and promote any products through my channel. If my viewers click the affiliate link in the video description and make a purchase — or any other action — I'll get a cut.

## What trends are you predicting for affiliate marketing in 2021?



In 2021 we expect to see a growth of influencers and SM traffic as well as sales. 2020 has been half-skipped, so we expect some deferred demand. As the affiliate tools take hold of the market, we will see more and more publishers give up fixed payments in favour of deep links and percentage-based rewards. Those who embrace long-term cooperation will be the backbone of local (and possibly, global) online marketing.

Right now, we have multiple streaming platforms that begin to implement affiliate tools for their streamers in order to grow their revenue and discover new audiences for advertisers.

The pandemic played a big role in developing e-commerce and boosted the number of online shoppers dramatically.

As of the advertisers, we believe even more industries will start turning to performance marketing, since even cars and apartments can now be bought online. Small and medium-sized enterprises (SME's) will seek their growth too, and find it with affiliate networks that develop solutions for businesses of any scale.

## **What are the common pitfalls you see companies make with their affiliate marketing Campaigns?**



There are many pitfalls, but the most common among advertisers is launching an offer and expecting automatic immediate results. The affiliate marketing does not work like that. Just as any other channel, it needs time and care, you have to nurture publishers and invest your time to fine-tune the campaigns. Even if you are lucky enough to enjoy having a responsible account manager on the affiliate provider's side, it still takes time to promote your affiliate program among publishers, to adjust the reward rates and so on. Few of these things are done by algorithms, and none of them in an instant.

The key to success is to understand that you're playing a long, long game — this is why large businesses do better in the affiliate networks.

The powers are shifting though — as more SMEs are ready to handle their own campaigns, they will also be able to take advantage of the channel. Yet another pitfall they will have to face is that promo campaigns need proper preparations, planning, etc. — much more effort than they realize. But once you invest, it can work real wonders!

## What pieces of best practice advice would you give to companies looking to invest in affiliate marketing for the first time?



**Research.** If you are really well-set on your path to greatness, consider working with multiple networks. Different networks have different publishers, varying tools and what not. Admitad Affiliate Network for instance is proud of its in-house tracking and cross-border e-commerce solutions, supported by hundreds of thousands of publishers all over the world and managers who speak any language you need. Study what options there are, and see what fits you most.

**Set goals.** When launching an affiliate program, discuss what you wish for with your account manager, and they will help you to offer terms that would satisfy most publishers or even make your affiliate program the next big thing. Are you craving for sales or registrations? Or do you seek cheap ways to increase your outreach? Promoting your newest collection, perhaps? Each of the listed goals takes different approaches and should be treated accordingly.

**Experiment.** Finally, the secret to success is trying new things. Testing new products and features, new publishers and traffic channels, even pictures on your landing pages. There is no way telling what's going to blast this time. This is why we always nudge our clients to try one more tracking algorithm, and acquire companies that bring new solutions to pursue variety for all marketers who work with Admitad Affiliate Network.

**You've been a longstanding customer of SimilarWeb. How do your sales teams currently utilize market intelligence data in their day to day workflow?**



I would say we're very lucky to be the customers of SimilarWeb. It's a one-of-a-kind tool that we use daily for publisher recruitment as well as advertisers onboarding. It's the CIA of market intelligence — you can see both outgoing and incoming traffic as if through a magnifying lens, and zoom in to assess brand performance. This is how we find the weak spots of potential advertisers that can be fixed with our affiliate channel. What is it that they need? Youtube? Mass media? Google Ads?

SimilarWeb is a key to anyone's heart — it helps us make proposals so tempting that clients cannot but accept.

There is a lot of data, and in clever hands it can open any doors you need. That is why we choose SimilarWeb.

# Meet the Author



## Simeon Atkins

Industry Consultant, SimilarWeb

Simeon is an Industry Consultant specializing in AdTech, Logistics, Payment, and B2B Software. He works with a variety of commercial operations to help them find, win and retain more business by utilizing Similarweb's market intelligence data.





# Meet Admitad Affiliate Network



Admitad Affiliate Network was established in 2009 and in ten years, grew to become Admitad multi-tool company. Seeking new software solutions to help clients boost sales and monetize traffic, Admitad created ADP business incubator, invested in LetyShops cashback provider and RevGlue, purchased Adgoal, launched the Advertiser Marketplace.

Admitad Affiliate Network remains the heart of Admitad business. The affiliate network serves over 2,000 advertisers and cooperates with over 800,000 publishers. In 2020 alone, they brought over \$5.1bn and 162 million targeted actions to Admitad customers.



# Thank you.

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